

# Media Advisory Board Meeting 4/17/17

Monday, April 17, 2017 11:19 AM

Meeting opened and led by David Sachsman.

In Attendance:

David Sachsman  
Erica Hausler  
Dee Dee Anderson  
Andrea Lyons  
Nicole Brown  
Kelsey Weaver  
Hannah Turcotte  
Mike Andrews  
Ethan Mills  
Sara Einstein  
Michael McCluskey  
Mitchell George  
Sarah-Grace  
Heather Delbridge  
Charlie Remy  
Chuck Cantrell  
Rachel Edmonds  
Jack Zibluk

The applicants will talk to the board. The board makes a recommendation to Dr. Anderson. Then Dr. Anderson makes the final decision.

## **Echo Advisor Applicants**

*Chloe Morrison*

Chloe has been a reporter with Nooga.om for three years, has worked with Times Free Press, worked in Knoxville, and then came back to Nooga.com. She's a UTC alum and worked as Editor of Echo as a student. She has also been the Echo advisor in the past. Both editor candidates are also working at Nooga.com with her, so she already has relationships with them.

How will you be able to keep Nooga.com and the Echo's work separate when working with the students and content? It shouldn't be difficult. When we are at Nooga.com there won't be time to talk Echo business. It does help the Echo to have Nooga.com experience, so a little overlap here isn't a bad thing. How will you keep in communication with Austin? I'm on my phone constantly, so that won't be difficult. Discussing expectations with Austin will be huge.

What are your future ideas for the Echo? I've thought about different ways to get ad revenue up by recruiting someone from ad sales in to help. There are possibilities to create some enterprise and investigative stories that takes longer to get published as a bigger article. Also with ads there are more opportunities with student-patroned businesses. I would be interested in exploring sponsorship instead of traditional ads as well.

How does time your time availability look? I have time to be there for the meetings and work over the Summer to do some Summer sessions to help. There is a balance with working with the student leader, so I'm not stepping on toes but still available as needed.

*Billy Weeks*

He is a former Echo photography director and grew up in the Echo. He worked at Chattanooga Times and was the photo editor then the photo director. When the papers merged he was charged in merging

the photography portion. He's been independent for a while working for multiple papers and worked on four different continents. He's also an Adjunct professor at UTC for photography. The Echo is special to him, and he realizes some changes are needed. Chloe is also a great candidate.

How will your photo journalism background fit in this role? I believe it's more difficult to report with pictures than with words. If you miss the moment for the photograph, you miss it. We can improve the Echo with better visual coverage through graphics, photos, etc. I won't make them better writers, but I can make them better reporters.

How would you address the branding issue? Some areas of change are needed. Communications students aren't really owning the Echo as their paper, and we need to make it more known.

What's one thing you learned in the Echo that you want to instill in the staff? I learned to be a journalist and how to work with the editors, which is a big learning experience. I also, as an editor, learned to manage staff. I learned getting achievements through your team's achievements is satisfying too.

Elaborate on convergence with all UTC media? I want to see our groups working together on collective projects. You have to be able to understand all the areas of media in the real world, so we can start that now with our opportunities on campus. Multimedia is huge in current day media.

How will you increase ad revenue? Getting funding is always tough. I'm not sure how the business side of things work currently, but I know that you have to sell ads. Ad sales today are different. There probably needs to be a business manager to watch that side of things. We need to connect with alumni to help support projects, especially Echo alumni.

What would the rebranding look like? I did a class project to redesign the Echo, and no one jumped so far from today's design that it was drastic. Branding is more than a logo and design. It's an attitude.

#### *Echo Advisor Discussion:*

Chloe: Concerns expressed over students not being about to get in touch with her when she was an advisor in the past as well as a conflict of interest between Nooga.com and the Echo. Chloe stepped right up as soon as this position was available. Chloe is a good candidate and unopposed would be fine. Chloe is a writer, and the newspaper should have a writer as its advisor.

Billy: Billy has been very present this semester and led workshops and designs for the Echo, and he's good with ethics, which is needed. He has a passion for the Echo and would go above and beyond. Having someone on campus and accessible to students is good. Billy's visuals education for web presence will be great. Convergence with Billy will be easier too. Billy has a better vision for the Echo. Billy will be good at pulling in students and being available during orientation. He has knowledge of UTC as a student and now as faculty. Journalism is in his blood and he loves it. Billy wants to push the paper a little bit. Billy will try to change things up and rock the boat some. Convergence is the goal of all UTC media. Convergence is the direction of the media. Billy being on campus and accessible is big.

Dr. McCluskey and I are available to help out in writing where needed.

#### *Echo Advisor Vote:*

Billy-8

Chloe-0

Chair not voting

#### **Echo Editor Applicants**

##### *Alina Hunter-Grah*

Alina has been the news editor and distribution editor, helps layout the paper each week, made many strides to improve readership. Distribution was improved based on location of paper kiosks. We now have locations in the pod markets, UCF apartments, Crossroads, and center of campus. Numbers have picked up with print and web. My experience with Nooga.com has helped me, and I have an upcoming CNN internship to help with my experience level and finding ideas on budget help. In her three-point plan, she's met with the business school to collaborate already. She wants to change ad sales back to a stipend position instead of commission to help those students to feel supported and direct them to

college of business for further support. She wants more activities on social media, increased photo aspects, distribute more papers off campus. Off campus papers might help with advertising as well. What is your leadership style? I look at the purpose of the Echo on campus. In the past I've used mistakes as learning opportunities. If a mistake continues, then I stop giving them stories. We need to hold ourselves accountable.

How does your Fall semester schedule work? For Fall I'm only taking 15 hours. (This semester I had 18 hours.) My schedule allows for large blocks of time for Echo work. I'll be looking for an internship in Public Relations, so as not to interfere or cause conflict with the Echo.

How do you plan to gain student body engagement? I plan to push editors to cover topics students are interested in, not just on campus issues.

How do you plan to participate in the Echo if you are not given this position? I definitely want to stay on as news editor, which is my current position.

### *Ashley Day*

Ashley is the opinion editor currently, works with staff weekly for opinion articles, schedules articles and ideas, assigns a cartoon to one article, designs her page.

How does your schedule for Fall look? I'll be taking my internship class having an internship, which is undecided. I won't be working. I'm taking 15 hours of classes. In the past she worked two part-time jobs and 15 hours of classes.

What do you see as the biggest challenge for this position? Selling ads and hiring an ad manager who can sell ads will be a challenge. As well as increasing viewership online and online ads.

Why do you think there are issues with ads now? Not enough viewers to encourage ads. We need to incentivize ads with higher readership.

How do you plan to gain viewership? We need to let incoming and current students know about the Echo through social media, tabling, survey on how students want their news, analyze where we are getting most viewership currently.

How do you plan to participate in the Echo if you are not given this position? Photos, I did some of that previously, and the paper needs some help there too.

What's your leadership Style? Collaborative and individualize some leadership with students who need more help and guidance.

### Discussion

Ashley graduating in December. They both have experience. Alina has taken a more traditional approach, reporter, assistant editor, editor. Ashley more non-traditionally, but still dealing with each editor. Alina has more experience with managing editors. Ashley is managing assignments. Ashley is more favored by staffers. Alina can get more emotional at times, and she's getting better at it. There is concern with making ad sales stipend. Monday is paper day and she has less classes. Concern over Alina being easily frazzled., but she's very good at news. Ashley is good leader, people follow her and less frazzled. Ashley knows the staff better. Has a better knowledge of every section. She has varied responsibilities at Nooga.com. Current president for Society of Professional Journalism. An idea was suggested to have Ashley for Fall and Alina for Spring. Concerns over Alina trying things that in the past haven't worked in the past. Ashley works well with the student body on a broader level as a whole too. Concern over Alina micromanaging Ashley. Alina's anxiety will still be an issue in the Spring. Concern over a double appointment happening because I want to make sure Alina will be ready before we automatically give it to Alina for Spring. Alina isn't head strong, she's an aggressive reporter but not headstrong.

Are we allowed to have a double appointment, Dee Dee? If the board wants to do that I will support that. The Fall board meeting is also a place to review it.

Why can't we vote in Fall for Spring editor. Concern over only having a one-semester appointment. We need Ashley's new perspective and overall student body engagement. Appointing only a Fall position gives Alina time to learn from Ashley and how she'll function. Moving forward it could change the future

of the paper.

The board decided to vote on a Fall appointment only, and have applicants reapply for Spring to be voted on at the Fall meeting.

Fall vote:

Ashley - 9

Alina - 1

Spring appointment vote today - 2

Spring appointment vote in November - 7

### **Perch Applicants**

*Nathan Smith*

Nathan is a Sophomore communications major, leaning toward an anthropology minor. He's the assistant station manager this year. He's had two years with the Perch so far. I met the Perch group during Orientation and feel like it's my family, and I want to continue working with the Perch. There are changes we can make to reach out to more students and more media group collaborations.

How is your staffing situation? We are off the air currently because of the end of the year. We typically have 5-6 regular people and a rotating group around that. There is a drop off of younger members due to some confusion of roles in the younger years. I'll be looking into plugging in younger students for better retention.

What is your schedule like for Fall semester? I have all my evenings open. I'll spend most of my time working on logs to keep the station moving, and I'll be looking for others to help me out as well. I have a Summer job as a camp director. Occasionally I'll work with the camp on weekends, but I have no full-time job.

How are you with student body engagement? This year we worked on making the station more accessible. I want to reach out to groups on campus to play live music.

How is your online presence? There is an update in place to be able to access the station on mobile devices as well.

How is your social media presence? We don't currently have a social media presence due to lack of interest. We need to make this easier and more active.

Discussion:

Nathan is very professional and has two shows currently, innovative, current Assistant Director, eager to learn, committed to the Perch, there all the time, can train others, can get the freshmen and younger students onboard and committed. He plays his radio character well.

Vote:

Yes-10

### **Sequoia Review**

*Logan Clem*

Logan is graduating in a year, English major, studying literature.

What's your schedule like next semester? I'm taking 12 hours, which is less than the usual 15 hrs. I'm also working on the weekend.

Manage editors and art directors, how do you plan to communicate? Currently working in the writing center, so I have experience working with different people from different fields.

Leadership style? I take a more democratic approach if I can, keep an open line of comm with the editors of different areas as well as working along side them.

Discussion:

Logan is exactly the right person for the position. He's very professional, organized, stepped in wherever we have short falls. Leads well and people listen to him.

Vote:

Yes-10

## **Mocs News**

*Carlton Smith*

Carlton is a Senior, transferred from Chattanooga State, associated in Graphic Design, works on Perch too, Eagle Scout. Wants to work on recruiting more people especially from high schools, not realizing there are opportunities available in college. Reach out to school with current programs. Also recruiting incoming and current students with tabling and flyers. Want to collaborate with other media groups. Want to have a new website. We use social media and want to have a mobile app too. Love stream a few shows this year too. This is a rebuilding year, losing. A lot of seniors this year, which is a chance to tighten up the ship and re-organize.

Fall semester? Might have to give up the Perch show he has if he has too much on his plate.

Mocs News currently? Reporting, background work, team player (what I'm asked to do)

With your experience, how do you bring all the groups together for a quick project? I don't know, get together with other leaders and communicate on what we are all working on.

Getting married this year and working full time this coming year (RLS-3D design, graphic design and CAD work, UAS-drone sales, graphic and web design), but he throws himself into what he does.

Discussion:

Carlton is the right person. We need to expand into mobile apps and website, which he's currently working on. He's collaborative and steps in where he's needed. Other staffers respect him.

Vote:

Yes-10